



WDIV

# ORDER

Print Date 10/12/12

Page 1 of 3

Flight Dates **10/13/12-10/22/12**

Contract / Revision      **261756 /**

Original Date / Revision  
10/12/12    10/12/12

Advertiser **ISS/Restore Our Future**

Agency    **Mentzer Media Services**

Buying Contact

**600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002**

Product  
**RESTORE OUR FUTURE**

Agency Com    15%

Billing Contact

**600 Fairmount Ave., Ste 306  
Towson, MD 21286-1002**

Sales Office    PHI

Sales Region   NAT

Agency Ref

Order Sep      00:15:00

Estimate #      **2119**

Alt Order #      **06371182**

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      AGY      POL      ISSUE

Product Codes PL-Issue

Priority          P-2

Advertiser Ref

Primary Account Executive  
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100% Market Value 209200

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	54	\$177,820.00	\$209,200.00	0.00	10/01/12	10/22/12	54	\$177,820.00	\$209,200.00
<b>Totals</b>	<b>54</b>	<b>\$177,820.00</b>	<b>\$209,200.00</b>	<b>0.00</b>					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDIV	10/13/12	10/20/12	Sat 6-8am Loc News	CM	7-8am	-----1-	:30	1	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
				Sat 6-8am/Local 4 News		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1-		1				\$2,000.00		0.00			
		Week: 10/15/12	10/21/12	-----1-		1				\$2,000.00		0.00			
2	WDIV	10/13/12	10/20/12	Sat 6-630pm Local News	CM	6P-630P	-----1-	:30	1	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
				Sat 6-630pm Loc News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----1-		1				\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDIV	10/08/12-10/14/12		Sat 6-630pm Local News		6P-630P	-----Sa--	:30		<del>(\$1,800.00)</del>		0.00	NM		
		See MG 2.3													
3	WDIV	10/08/12-10/14/12		Sat 7-730pm Local News		7p-730p	-----Sa--	:30		\$1,800.00		0.00	NM		
		Ⓜ MG for 2.1 10/13													
		[News runs 7-730p due to Notre Dame football 330-7p]													
		Week: 10/15/12	10/21/12	-----1-		1				\$1,800.00		0.00			



WDIV

Print Date: 10/12/12

Page 2 of 3

Contract / Revision **261756** Flight Dates **10/13/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser **ISS/Restore Our Future** Product **RESTORE OUR FUTURE** Estimate # **2119**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WDIV	10/13/12	10/20/12	Sat 6-630pm Local News Sat 6-630pm Loc News	CM	6P-630P	-----1-	:30	1	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----1-		1				\$1,800.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WDIV	10/15/12-10/21/12	Sat 6-630pm Local News See MG 2.4		6P-630P	-----Sa--	:30		<del>(\$1,800.00)</del>		0.00	NM		
	4	WDIV	10/15/12-10/21/12	Sat 7-730pm Local News Ⓜ MG for 2.2 10/20 [News runs 7-730p due to Notre Dame football 330-7p]		7p-730p	-----Sa--	:30		\$1,800.00		0.00	NM		
3	WDIV	10/13/12	10/20/12	Sat Local 4 News @ 11P Sat 11-1130P Late News	CM	11-1130P	-----1-	:30	1	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----1-		1				\$4,500.00		0.00			
	Week:	10/15/12	10/21/12	-----1-		1				\$4,500.00		0.00			
4	WDIV	10/14/12	10/21/12	Sun 8-9am Loc News Sun Local News 8-9am	CM	Sun 8-9am	-----1	:30	1	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----1		1				\$1,100.00		0.00			
	Week:	10/15/12	10/21/12	-----1		1				\$1,100.00		0.00			
5	WDIV	10/14/12	10/21/12	Sun 6-630pm Local News Sun 6pm	CM	Sun 6pm	-----1	:30	1	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----1		1				\$2,500.00		0.00			
	Week:	10/15/12	10/21/12	-----1		1				\$2,500.00		0.00			
6	WDIV	10/14/12	10/21/12	NBC Sun Night Football NBC Sunday Night Football	CM	815-1130p	-----1	:30	1	\$12,000.00	P-2	0.00	NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----1		1				\$12,000.00		0.00			
	Week:	10/15/12	10/21/12	-----1		1				\$12,000.00		0.00			
7	WDIV	10/15/12	10/19/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	11111--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	11111--		5				\$2,000.00		0.00			
8	WDIV	10/15/12	10/19/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	5P-530P (5:00 PM-5:30 PM)	11111--	:30	5	\$3,800.00	P-2	0.00	NM	5	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	11111--		5				\$3,800.00		0.00			
9	WDIV	10/15/12	10/19/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	11111--	:30	5	\$4,200.00	P-2	0.00	NM	5	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	11111--		5				\$4,200.00		0.00			
10	WDIV	10/15/12	10/19/12	M-F Access 7-730P Wheel M-F Wheel of Fortune	CM	7P-730P	11111--	:30	5	\$4,200.00	P-2	0.00	NM	5	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	11111--		5				\$4,200.00		0.00			
11	WDIV	10/15/12	10/19/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	11111--	:30	5	\$4,200.00	P-2	0.00	NM	5	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	11111--		5				\$4,200.00		0.00			
12	WDIV	10/15/12	10/19/12	M-F Local 4 News @ 11p 11-1135P Late News	CM	11P-1135P	11111--	:30	5	\$6,200.00	P-2	0.00	NM	5	\$31,000.00



WDIV

Print Date: 10/12/12

Page 3 of 3

Contract / Revision **261756** Flight Dates **10/13/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser **ISS/Restore Our Future** Product **RESTORE OUR FUTURE** Estimate # **2119**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
12	WDIV	10/15/12	10/19/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	11111--	:30	5	\$6,200.00	P-2	0.00	NM	5	\$31,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--					5	\$6,200.00		0.00			
13	WDIV	10/15/12	10/19/12	1135-1237a Tonight Leno Tonight Leno	CM	1135P-1237A	11111--	:30	5	\$2,300.00	P-2	0.00	NM	5	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--					5	\$2,300.00		0.00			
14	WDIV	10/22/12	10/22/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$2,000.00		0.00			
15	WDIV	10/22/12	10/22/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	5P-530P (5:00 PM-5:30 PM)	1-----	:30	1	\$3,800.00	P-2	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$3,800.00		0.00			
16	WDIV	10/22/12	10/22/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	1-----	:30	1	\$4,200.00	P-2	0.00	NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$4,200.00		0.00			
17	WDIV	10/22/12	10/22/12	M-F Access 7-730P Wheel M-F Wheel of Fortune	CM	7P-730P	1-----	:30	1	\$4,200.00	P-2	0.00	NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$4,200.00		0.00			
18	WDIV	10/22/12	10/22/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	1-----	:30	1	\$4,200.00	P-2	0.00	NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$4,200.00		0.00			
19	WDIV	10/22/12	10/22/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	1-----	:30	1	\$6,200.00	P-2	0.00	NM	1	\$6,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$6,200.00		0.00			
20	WDIV	10/22/12	10/22/12	1135-1237a Tonight Leno Tonight Leno	CM	1135P-1237A	1-----	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$2,300.00		0.00			
													Totals	54	\$209,200.00